# RJ REYNOLDS

TOBACCO COMPANY



J. CAMPBELL / ROU 1610 PROMOTIONAL COORDINATOR

8899 MAIN STREET WILLIAMSVILLE, NY 14221 (716) 634-4179 FAX (716) 634-3145

January 5, 1998

RJR Account #761406 Mr. J. Beltrami KLEIN CANDY

JUNE: DORAL B2G1F / PROMOTION #800433

Dear John:

DORAL B2G1F pre-sleeved product (6M) has been ordered (see quantities listed below), as well as 180 skus of B2G1F Displays (Item #541874) to pack and ship this promotion to your participating retail accounts.

DORAL	B2G1F	#/ (6M) Cases
BRAND STYLE	UPC Code	B2G1F
Light Men 100	12300-25357	6
Ult Light 100	12300-25358	<u>12</u>
FF Box 100	12300-25359	12
Lt Box 100	12300-25360	12

Product PO # 14850

Product / Premium Arrival:

May 18, 1998

Ship Date to Retail:

Week of: June 8, 1998

SKU CUBE:

1.2177

SKU WT (w/o Product):

1.9500 lbs

Retail Sales Offer per Sku:

21 Offers

EFT \$ Amount: (All PA State Use) <u>\$8,150.65</u>

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

-2-B2G1F KLEIN CANDY / #800433

## DISPLAY DETAIL (#541874)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL 0 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

BRAND STYLES: DORAL LT MEN 100 / ULT LT 100 / FF Box 100 / LT Box 100

#### PLACE INTO EACH DISPLAY:

- \* 7 CARTONS OF 4 DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
- \* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS. (7 PACKS IF ADDITIONAL LIVE PACK IS <u>NOT</u> ADDED BY DIRECT ACCOUNT; 8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$4.90 per <u>promoted 6M</u> case for all displays packed and shipped to retail on a timely basis. This equates to \$205.80 (42 (6M) case(s) @ \$4.90). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell Promotional Coordinator / 1610 /jc

cc: J. McLean

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

FE8B2G1F.DOC

## WHOLESALER PACKING INSTRUCTIONS

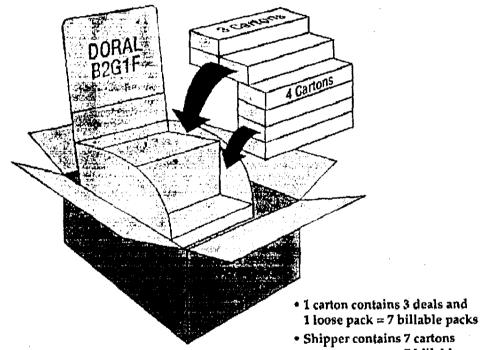
## VALUE ADDED PROMOTIONS \$2ND QTR. 198

## June DORAL B2G1F

(Buy 2 Packs Get 1 Free—Pack Outlets)

## STEPS

- 1. Open DORAL B2G1F shipping case.
- 2. Place 7 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
- 3. Fold display header card down.
- 4. Close and tape case.
- 5. Ship to retailer.



Item: #541874
Promotion Reporting Description: DOR JUN B2G1F

x 7 billable packs 49 billable packs

Brand Style	LT MEN 100	ULT 17 100	ff Bax	100	
Humber of Cartons	1	2	2	2	

Just Wait Until June When You
Discover Our New Look, The Big
American Adventure Sweepstakes, And
A Buy 8 Packs Get 2 Free Promotion.
You'll Be Packing Them In!

When June finally arrives, Doral made sure it brings lots of customers along with it. That's when we'll be introducing our new packaging design with the "The Big American"

Adventure? Sweepstakes. Your customers could be one of 10 winners of a 9 day/8 night trip to great American destinations. And don't forget the Buy 8 Packs Get 2 Free Promotion.

This armactful 16" x 31" paster will help increase customer awareness along with offering more in-store advertising

Discover:Ou NewLook!

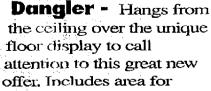


## Floor Display -

- Semi pennanent floor display
- Waterfall type shelves designed to maximize presence of your promotion.

• Reversible header cards to use for regular cartons when Buy 8 Packs Get 2 Free

Promotion is sold out.



pricing.



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\$												
1006-868(717)		0000-198T	1	:	OTOLT	Αđ	CAMPBELLTOWN	355 MESL	C & EKIENDEA WKT #6	645573	173829	173803
(111)558-1556		1861-0000	1	•	11045	ЬV	LEBANON	TR TUNIAM SAY	C K EKLENDLY #51	110229	173871	173803
(111) 664-2300		0000-T98T	1	:	SÞSLI	₩ď	WYNHEIW	677 LANCASTER RD	C'E' ERIENDEK #09	138761	173821	173803
789L-998(818)		0000-T98T	1	:	18071	Αď	KICHUYND	eoo e rinden si	C' B' ENTENDEA #31	9€E86₽	173821	173803
\$5L\$-L98(LTL)		0000-T98T	1		17003	Αq	<b>YMMAIPPE</b>	750 E MAIN ST	C' B' ERIENDEA #1	960060	173824	173803
9216-859(LTL)		0000-1981	1		17552	Αď	MOUNT JOY	905 E MAIN ST	C'B' EKIENDEK 33	032332	17382B	173803
		0000-1981	1		61671	Αđ	ETTERS	SS ROBINHOOD DR	C' B' EBIENDIA #22	St9S&L	113852	173802
SID8-DUL(UIL)		0000-1981	1		EPOLT	٧d	PEWOKNE	402 S 3RD ST	C & EKIENDEK #26	866089	<b>7138</b> 52	173802
9822-496 (414)		1861-0000	1	:	ESOLT	ъУ	WYEKRAILLE	104 M. STATE ROAD	C' B' EKLENDYA	<b>188465</b>	113852	773802
8201-826(414)		0000-1981	1	[	61571	ЬУ	ETTERS	R. D. #1, FISHING	C' B' EKIENDIA #43	986681	71385P	173802
1117-156 (111)	087986		1		ESOLT	₩đ	WYEKRAIFIE	GA STATE & 000	CHONNYBOR, BIG BEE	316158		173602
(111)258-8800	£9£\$\$6		1		71312	Αđ	KOBK SEKINGS	SZO KIDGE KD	COLDENKTINGE TRAVEL	321151	173823	173802
9896-#94(414)		0000-1981	1	:	BIELT	Αđ	EWICSAITTE	3311 N' GEORGE SL	C' E' EKIENDEL #43	333178	113856	173802
		0000-1981	1		04041	Αq	NEM COMBERTAND	JJO TIWEKITH KD	C' B' EKIENDIA #62	881494	113852	173802
1270-488 (717)		1861-0000	1		17512	ЬУ	COLUMBIA	KT 462	C' E' EKIENDIA #48	111301	173828	173802
0922-654(414)		0000-7987	1	τ	E098T	¥₫	BEKMICK	804 E STH ST	CE EKIENDIA #00	802392	162224	162208
0548-254(414)		0000-1981	1		£098T	Αq	BERMICK	1545 W FRONT ST	C' E' EKIENDIA #67	681494	162224	162208
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(010) 632-1153	961268	•	. 1		0976T	Αď	PROBNIXVILLE	230 BKIDGE ST	HEIDI SOE ANKIELL	625733	133558	133502
(610)327-3114			1	1	\$9\$6I	Αď	NWOTSTTOG	1453 S HANOVER ST	COVENTRY MART	099920	133559	302661
L669-L98(STZ)		0000-T98T	1	[	41091	Aq	BUTZTOWN	<b>BYA NOTZAE E8SE</b>	C. R. PRIENDLY #38	646094	133556	<b>33304</b>
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8601-898(019)		0000-1981	7	[	7108I	Aq	BETHLEHEM	3010 SCHOEMERSAIF	CK EKIENDUA #P4	398976	133556	133204
8071-86E(013)			1		18104	Αđ	ALLENTOWN	4555 W TILCHMAN S	DELI-MART	665842	133551	133204
(e10)435-9532		1861-0000	. 1	:	<b>₹</b> 0181	٧d	<b>VILLENTOWN</b>	TS HTEI HTM SOF	C E EEIENDFA #23	920299	133553	133204
(010)851-85,10			1		18103	ЬУ	ALLENTOWN	1035 8 PLH SIKEEL	HIGHWAY SUPERETTE	りかてとらり	133551	133500
SE88-SE#(0T9)		1861-0000	1		TRIO3	Aq	PLLEUTOWN	805-854 IMION BEA	CK'S EKIENDEK WKL	£13552	133551	133504
OTTE-568 (OT9)		1861-0000	1		6908T	Aq	OKEFIELD	3640 ROUTE 309	C' B' EKIENDEK #33	946019	133551	133204
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(910)597-3090		0000-1981	1	1	Z508I	Аq	MHITEHALL	TS MIAM 22TP	C' E' EKIENDEK #19	498517	133551	133500
(010)504-551T			1		78025	Aq	MHITEHALL	3001 SMD SIKEKI	GEIGER'S MARKET	184513	133551	133500
			7	1	18104	Aq	ALLENTOWN	3706 W CHEW ST	SMOKE SHOP	183263		133500
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MHOLESALER

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21 DATE: 98-04-20 TIME: 12:09 PM

: 761406 KLEIN CANDY COMPANY <DIRECT> WHOLESALER

TEMPLATE : 800433 80600 DOR JUN B2G1F

TEMPLATE SEQ : 0911 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT I	PHONE #
172003	103801	645709	C R FRIENDLY #16	RT 501 & RT 897	SCHAFFFERSTOWN	PA	17088		1	1861-0000		(717)	949-3240
			C R FRIENDLY MKT #3				17042		1	1861-0000		(717)	273-6205
			KREISERS CITGO	1610 N 7TH ST	LEBANON	PΛ	17046		1	2478-0000	54404	(717)	270-5470
			KREISERS CITGO	RR 3 BOX 7065	JONESTOWN	PA	17038		1	2478-0000	54403	(717)	865-2105
			FRIENDLY MINI MKT #		LEBANON	PA	17042		1	1861-0000		(717)	274-5302
				135 S. 12TH STREE		PA	17042		1	1861-0000		(717):	273-7806
			C.R. FRIENDLY #11	1 EAST 28TH DIV.	LITITZ	PA	17543		3	1861-0000		(717)	627-3553
			C. R. FRIENDLY #25	993 S STATE ST	EPHRATA	PA	17522		1	1861-0000		(717)	738-4295
				1500 S MARKET ST	ELIZABETHTOWN	PΑ	17022		ב	1861-0000		(717)	361-7887
			C.R. FRIENDLY #46	560 E HIGH ST	ELIZABETHTOWN	PA	17022		1	1861-0000			367-8649
			C.R. FRIENDLY #44	511 FURNACE HILLS	LITITZ	PA	17543		1	1861-0000			627-2186
			C.R. FRIENDLY 32	7632 LANCASTER AV	MOUNT AETNA	PA	19544		1	1861-0000			933-5043
			C. R. PRIENDLY #52	ROUTE 72 & I-81	JONESTOWN	PA	17038		1	1861-0000			865-2145
			FRIENDLY MINI MKT #		HARRISBURG	PA	17111		1	1861-0000			564-0206
173803	173825	621343	FRIENDLY MINI MKT #	154 N FRONT ST	STEELTON	PΑ	17113		1	1861-0000			939-1514
			C R FRIENDLY #3	RR 8 BOX 244	MANHEIM	PΑ	17545		1	1861-0000			273-7871
173804	173845	180538	GREEN VALLEY CAMPGR	RR 1 BOX 203	NEWPORT	PA	17074		1		950006		567-3039
			C. R. FRIENDLY #36		SELINSGROVE	PΆ	17870		1 .	1861-0000			743-1180
			C. R. FRIENDLY #49	99 MAYNARD ST	WILLIAMSPORT		17701		1	1861-0000			322-3772
173804	173824	619657	QWIK STOP KREISER	ROUTE 209	TREMONT	PA	17981		1	2478-0000			695-2700
173804	173843	728455	BERT W. CLAISTER IN	125 HOGAN BLVD	MILL HALL		17751		1				748-4073
173806	173820	032179	ORLOSKIS QUIK MART	RR 1 PO BOX 44	SUGARLOAF		18249		1	3649-0000	•		788-1710
173806	173827	745614	C. R. FRIENDLY #26	RT 4037 MOSELEM S	FLEETWOOD		19522		1	1861-0000			914-0281
173806	173827	744049	PARK PLACE MARKET	500 HOCH RD	BLANDON		19510		1				944-5059
173806	173820	807588	COMET EXPRESS	RR 1	HAZLETON		18201		1			(717)	454-8776
			C. R. FRIENDLY #50	20 POTTSVILLE ST			17929		1	1861-0000		14-4 8-1	
173806	173820	768506	ORLOWSKIS QUIK MART				18222		1	3649-0000			788-4839
173806	173820	772592	JUSTINS MINI MART	701 E CATAWISSA S			18240		2				669-6777
			PEGLEYS MINI MKT	CENTER ST	AUQAMA'I		18252		1	5112-0000			668-0728
			ORLOSKIS QUIK MART	903 HAZLE ST	FREELAND		18224		1	3649-0000	KDEIN		636-9930
			RONS HILLTOP MARKET	241 CENTER AVE	JIM THORPE		18229		2				325-4022
173806	173820	776902	FLASH DISC	520 CENTRE ST	FREELAND		18224		1	3084-0000			636-0444 682-2165
			TOPTON GENERAL STOR		TOPTON		19562		1	2640 0000			454-9529
173806	173820		ORLOSKIS QUIK MART		HAZLETON		18201		1	3649-0000			
173806			THUNDER ROAD PLUS	SCHUYKILL MALL	FRACKVILLE		17931		1		912550		874-4308 454-0141
173806	173820	805509	C&P MARKET	118 E CHESTNUT ST			18201		2		073.05.0		455-5854
			BROAD ST GULF MART		HAZLETON		18201		1				455-6144
			CRAIGS SUNOCO	517 W BROAD ST	HAZLETON		18201		1				
			C.R. FRIENDLY #57	RTS 222 & 662	FLEETWOOD		19522		1	1861-0000			944-0821 385-5036
			FEGLEY MINI-MART	ROUTE 61	SCHUYLKI, HAVN		17972		1	5112-0000			1385~5036 1455~8608
			MERFS NEWS	48 N WYOMING ST	HAZLETON		18201		1 2				454-9106
			PENCE VARIETY	586 ALTER ST	HAZLETON		18201		_				325-4600
173806	173820	183914	DUGANS VARIETY	60 BROADWAY	JIM THORPE	PA	18229		1			1/1/)	5

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8961-260(414)		0000-T98T	τ	71602			7 NEW HOLLAND A	
0892-588(019)		78e7-0000	T -	81561			NILIANANA NEB 88	
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6606-65#(717)			٤	TOZST '		HVZTELON	8 PYNKET WYTE	
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0070-989(474)			2	78224	Αd	<b>E</b> BEET <b>V</b> AD	ALLT XOE 076	13806 133820 697059 JIMBOS FREELAUD PRT RI
2981-969(414)	936328		2	18224	Αđ	FREELAND	O CENTRE ST	113806 113820 670866 NOCCHIS PHARMACY SC
9904-418(111)		0000-T98T	τ	12641	Кq	FRACKVILLE	0 S HEHICH PAE	713800 713850 040001 C' B' EBIENDLY #59 - 53
(717)454-4339	KTEIN	0000-6₹9€	τ	18201	Аđ	HAZLETON	г в сновси вт	7J3800 TJ3850 2088J0 OKFORKIR ÖNIK WYKI SE
TTE6- <b>&gt;</b> L <b>&gt;</b> (LTL)		0000-6798	τ	1870ን	Αq	<b>4OT MIATNUOM</b>		113806 113850 541695 ORPOSKI, S ONIK WART S.
<b>6ELI-887(TLT)</b>		0000 <b>-</b> 679E	τ	78555	Vď	DRUMS	VIE 309	
7866-33E(TLT)			τ	19641	Αđ	ORWIGSBURG	9 M MARKET ST	
9622-246(717)		0000-T98T	τ	£3671 .		PINE GROVE	4 BOX 291	
6054-899(LTL)		0000-T98T	τ	78252		AUQAMAT	7 CENTER ST	
(717)474-2380		0000-6498	τ	7078£ 4			VAE NIATMUOM 2	
(610)562-4372	001996	0362-0101	τ				0 SHOEMYKEKSAIL	
TTTS-899(LTL)			τ	78787		AUQAMAT	# # BOX 343	
9131-394(111)	980206		τ.	19201		HAZLETON	03 M AIME ST	
D#65-295(019)		0000-1981	τ				PO SHOEMAKER AV	113800 113651 410300 C'E' EKIENDEK #28 TG 113800 113850 363154 JKESCKOM SNEK ŁOOD S1
1432-238(TLT)		0000-2115	Z T	78281 T8231		LKERCKOM MCVDOO		
6576-586(717)		0000-2119	τ	Z956T 1		TOPTON	E MEIS ST	
0986-677(717)	050006	0000-1981	٤	84671 A		MAHANOY CITY	E CENTRE ST	
4962-650(414)	0 E V 9 V 9		τ	66281				13806 13880 184050 STEFANICK BROS MOBI RT
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ACCT PHONE #	клььглек	CHVIN-ID	XAT YTQ	diz .	T2	CILA	SSSAG	TERR RETAIL ACCT NAME A

SALES LEVEL

TEMPLATE MHOLESALER

2R22B5

TEMPLATE SEQ : 0911

: 16XXXX

: 800433 80600 DOR JUN BZGIF

: Jeffoe Kurin Cynda Compana <Direct>

MORKPLAN VAP TEMPLATE LISTING

# RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610 PROMOTIONAL COORDINATOR

8899 MAIN STREET WILLIAMSVILLE, NY 14221 (716) 614-4170 FAX (716) 634-3145

January 5, 1998

RJR Account #761406 Mr. J. Beltrami KLEIN CANDY

June: Doral B2G1F / Promotion #800433

Dear John:

DORAL B2G1F pre-sleeved product (6M) has been ordered (see quantities listed below), as well as 180 skus of B2G1F Displays (Item #541874) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light Men 100	12300-25357	6
Uit Light 100	12300-25358	12
FF Box 100	12300-25359	12
Lt Box 100	12300-25360	12

Product PO # 14850 Mary

Product / Premium Arrival:

May 18, 1998

Ship Date to Retail:

Week of: June 8, 1998

SKU CUBE :

1.2177

SKU WT (w/o Product):

1.9500 lbs 21 Offers

Retail Sales Offer per Sku:

EFT & Amount: (All PA State Use) \$8,150.65

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)